

# **A SYSTEM, METHOD AND ARTICLE OF MANUFACTURE FOR PROPENSITY-BASED SCORING OF INDIVIDUALS**

## **ABSTRACT OF THE INVENTION**

A system, method, and article of manufacture are provided for ranking individuals based on a propensity to have a particular attitude, behavior, demographic, or purchase intent. Initially, a model is created. Next, a score is calculated for a plurality of individuals based on the model. Such score indicates a propensity. Further, the individuals may be sorted or ranked based on the score.

Patent Application No. 10/100,000, filed 03/10/00, is hereby incorporated by reference.